GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1822
ANSWERED ON:04.08.2005
SPORTS CONTRACTS WITH PRASAR BHARATI
Kamat Shri Gurudas

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether private broadcasters have strongly opposed the proposal that seek to make it mandatory for them to share sports contracts with the Prasar Bharati;

(b) if so, the reasons therefor; and

(c) the steps taken by the Government in this regard?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a) to (c): A proposal is under consideration of the Government regarding mandatory sharing of terrestrial telecast rights of sporting events of national importance by the rights holders with Prasar Bharati. The Government has engaged the major sports channel and Sports Rights management companies in a dialogue to evolve or at least to optimise consensus.